

THE
**FUTURE
OF
AMERICA'S
NATIONAL
PARKS**

First Annual
Centennial Strategy for

Moore's Creek National Battlefield

August 2007

CENTENNIAL INITIATIVE



Site: MOCR

Year: 2007

Vision Statement

Moore's Creek National Battlefield preserves the site of the first southern battle and Patriot victory in the American Revolution. The battle reflects the internal conflict that marked the American Revolution and the site serves to educate the public about 18th century politics, warfare and daily life. Ultimately, this Patriot victory was instrumental in the establishment of a new Nation.

For the Moore's Creek Centennial Vision, the park will be working towards increasing public awareness, interest and a stewardship in this small yet nationally significant park. The park hopes to become a leader in the community to help create a deeper understanding and respect of the national heritage and how important the natural environment was and is to the past and present. Whether the visit is in person or through the website, it is hoped that the audience will become engaged in the story of the site through the well preserved historic resources, natural environment that reflects the period and/or the technological equipment that enhances the experiences.

To fulfill this centennial vision, the park will be looking to the public for an understanding of who the audience is, the best way to present the story to reach the greatest number of visitors and how to engage the public to actively participate with the preservation of the site. The park will also continue to preserve and protect the cultural and natural landscapes, and resources of the park using environmentally friendly practices, cutting edge technology, the most current preservation methods and current scholarship based on primary source research. The resources of the park serve as a gateway to the significant events of this Nation's heritage and enhance the visitors' understanding.

Park/ Superintendent/ Program Manager

Dawn H. Davis

Site: MOCR

STEWARDSHIP

☒ Provide inspiring, safe, and accessible places for people to enjoy - the standard to which all other park systems aspire.

☒ Other Park/ Program performance goal(s)

The park will continue to maintain all trails, the boardwalk and the bridge. The park is prone to flooding, each time this happens the causeway leading to the bridge needs to be stabilized with more sand. The park will continue to look for a more permanent solution while continuing the practice of adding sand after each flood. The park will continue to preserve the historic monuments and historic Negro Head Point Road that runs through the park. Fire management practices will continue to further reduce potential wildfires.

☒ The work described currently is supported by OFS and/ or PMIS

Site: MOCR

STEWARDSHIP

☒ **Improve the condition of park resources and assets.**

☒ **Restore native habitats by controlling invasive species and reintroducing key plant and animal species.**

Continue restoration efforts for the Savannah and remnants of the long leaf pine forest. This will be accomplished by using controlled burns, mechanical thinning and monitoring the inventory of native plants and trees.

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☒ **Improve high-priority assets to acceptable condition, as measured by the Facility Condition Index.**

The park will continue to work towards improving high priority assests to an acceptable level. Using the park's PAMP, park management will be able to make the best decisions in regards to balancing the available funding and the park needs. The park plans to rennovate Patriots Hallto create a more conducive space for school groups and special programs. Space is limited at the Visitor Center so large groups must use Patriots Hall. The acousitcs and lack of climate control hinder the opportunity to learn. By adding these two things, the park will be able to better present interpretive programs for groups plus create several exhibits that will focus on the needs of the school groups to better explain the story. The first part of this restoration is to focus on the building itsself (the roof and exterior) and there are PMIS statements for this phase.

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☒ **Complete all cultural resource inventories for designated priority resources.**

An extensive archeological study of the battlefield and surrounding park areas using the latest technological equipment including state of the art metal detectors, ground penetrating radar, infared and other remote sensing equipment, needs to be accomplished to determine what historic resources are located on the battlefield. This may also shed light on the location of Caswell's camp on the night before the battle. An inventory of findings should be maintained and the park would then look for ways to preserve these historic resources. The information gained will ultimately help the park interpret the story of the park for visitors.

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Site: MOCR

STEWARDSHIP

☒ **Assure that no compelling chapter in the American heritage experience remains untold and that strategically important landscapes are acquired, as authorized by Congress.**

☒ **Other Park/ Program performance goal(s)**

Signs of development are moving closer to the park as Wilmington a fast-growing southern coastal city is only 20 miles away. As an example within 2 miles of the park, one rural road is exploding with houses. First, the park will need to work with regional office, WASO and Congress to secure the ability to expand the park's current boundaries through land acquisitions. The park hopes to acquire some of the surrounding properties on the southern and western boundaries as they become available to increase the buffer around the park so as to maintain the power of place. To date the Caswell militia campsite (Patriot) has not been located but historians believe it is off the park property but very nearby. By expanding the park's boundaries, the opportunity to find this historic camp increases. The park plans to conduct primary source research about the battle and historic period (supported through PMIS). By examining the resources, the park may learn more about the site, including the site of Caswell's Camp. The park plans to obtain copies of this material to keep in the library for future research needs.

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Site: MOCR

STEWARDSHIP

☒ **Serve as the Preeminent resource laboratory by applying excellence in science and scholarship to understand and respond to environmental changes.**

☒ **Other Park/ Program performance goal(s)**

The park should expand and continue to work with the local university, the USFS, USF&W, and state and local agencies to monitor and study the Savannah, remnants of the long leaf forest, and Moores Creek. All changes should be documented so the park will have a knowledge base to work from to better preserve these resources for the future.

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Site: MOCR

STEWARDSHIP

☒ Encourage children to be future conservationists.

☒ Other Park/ Program performance goal(s)

Through education programs, non personal services and the Junior Ranger program the park hoped to encourage children to be future conservationists.

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Site: MOCR

ENVIRONMENT

☒ Reduce environmental impacts of park operations.

☒ Reduce the environmental impacts of park operations on air and water quality.

Monitor the environmental impacts of park operations on the natural and historic resources as well as the Moores Creek. Seek alternative solutions to reduce potential impacts.

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Site: MOCR

ENVIRONMENT

☒ Inspire an environmental conscience in Americans.

☒ Demonstrate environmental excellence through increased use of alternative energy and fuels at every park.

Conduct a study to examine possible alternative energy use choices for all buildings, vehicles and equipment. Develop a list of alternatives that the park may choose to purchase as the older one completes its life cycle.

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Site: MOCR

ENVIRONMENT

☒ Engage partners, communities, and visitors in shared environmental stewardship.

☒ Other Park/ Program performance goal(s)

The park will continue study and monitor the savannah, the remnants of the long leaf forest and Moores Creek. The park hopes to accomplish this with the help of a local university, USFS, USF&W, and state and local agencies.

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Site: MOCR

RECREATION

☒ Encourage collaboration among and assist park and recreation systems at every level-federal, regional, state, local-to help build an outdoor recreation network accessible to all Americans.

☒ Rehabilitate over 2,000 miles of trails within or connected to national parks, including trails accessible to those with disabilities.

The park will appropriately plan using FMSS and PAMP to determine when the trails should be replaced. Currently the park should receive funding in FY08 to replace them. The park will make all efforts to ensure the trails remain accessible for mobility impaired visitors. The boardwalk will be monitored and replaced when needed.

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Site: MOCR

RECREATION

☒ Establish "volun-tourism" excursions to national parks for volunteers to help achieve natural and cultural resource protection goals.

☒ Increase annual volunteer hours by 100 percent, from 5.2 million hours to 10.4 million hours.

To increase local and national interest in the volunteer program the park would like to add a RV pad to attract full-time volunteers. Many RVers head south in the winter. Having RV volunteers for the winter, would help the park during its busiest time of the year, the anniversary of the battle. The park receives up to one-tenth of its visitation of the entire year during this one weekend. RV volunteers would help with planning and staffing for this important event. The park will also step up efforts to increase local volunteers through free advertising in the community papers and by speaking to civic organizations in the community about the park and volunteer opportunities. The park will also create a brochure highlighting volunteer opportunities.

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Site: MOCR

RECREATION

☒ Expand partnerships with schools and boys and girls associations to show how national park experiences can improve children's lives.

☒ Other Park/ Program performance goal(s)

Develop on and offsite programs for children that connect children to the parks. The park is planning to create a summer camp for children from the surrounding area to teach them about the battle, 18th century daily life and how people lived off the land. Through this camp the park would introduce boys and girls to the National Park Service, the mission and potential careers in the service. The final aspect of this event would be to show them how their actions or non actions affect the natural world around them. This would included an open discussion on how they think they may help the environment.

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Site: MOCR

RECREATION

☒ Focus national, regional, and local tourism efforts to reach diverse audiences and young people and to attract visitors to lesser-known parks.

☒ Increase visitation by 25 percent at lesser-known parks through a national tourism effort aimed at helping people to discover the breadth of parks and experiences.

It is hoped that the park will participate in the Cape Fear Explorer program. This is advertised at the local welcome centers and throughout the Cape Fear area as a way to get families to the sites. The park will also continue to work with the Cape Fear CVB, the Pender County Office of Tourism, the state of NC, and potentially the NHA (National Heritage Area on the American Revolution in the South). The park will also increase the participation by park staff in surrounding community festivals and events, like the Annual North Carolina Blueberry Festival.

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☒ Increase the number of visitors that attend ranger-facilitated programs such as campfire talks, hikes, and school programs.

The park wants to offer more opportunities for visitors to attend ranger led programs. The park will add more programs to its schedule, especially on the weekends and summer months. The park will increase advertising within the community to enhance the awareness of these programs through advertising in local tourism magazines and press releases to the local media. More efforts will be made to present school programs at the schools due to rising fuel costs many schools are cutting back on field trips. This will allow the park to continue to educate students about the importance of this battlefield.

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Site: MOCR

EDUCATION

☒ Cooperate with educators to provide curriculum materials, high-quality programs, and park-based and online learning.

☒ Other Park/ Program performance goal(s)

The park will work with Pender, Brunswick and New Hanover Counties to provide curriculum materials in all relevant subject areas. The park will look at all standards for relevancy, not just history. The park will host at least one teacher inservice per year or attend an off-site in service to help teacher know how we may help them. The park will increase on-site and off-site curriculum based programs. Plus the park hopes to develop an on-line site visit and curriculum based activities that may be used on-line or at the park.

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Site: MOCR

EDUCATION

☒ Introduce young people and their families to national parks by using exciting media and technology.

☒ Increase the number of web hits through the introduction of advanced, interactive features that attract young people to national parks.

For the park's website, the park would like to develop an on-line site visit for visitors and students who may not have the opportunity to physically visit the park. Through the development of a web ranger program with on-line activites, children will be able to actively learn more about the park through their own investigation of the website. These 2 components: on-line site visit for the website and the web ranger program will attract a larger and more diverse audience.

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☒ Other Park/ Program performance goal(s)

Develop a "tape" tour on the park using MP3 players. This will offer visitors the opportunity to learn more about the park when guided tours are not available and this "tape" will enhance the current non-personal services that are up-to-date and currently available.

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Site: MOCR

EDUCATION

☒ Promote life-long learning to connect generations through park experiences.

☒ Enroll an additional two million children in the Junior Ranger program.

The park plans to reivse the Junior Ranger program to reflect current academic scholarship and offer this program to all children who come to the park. The park will continue to participate in the annual National Junior Ranger Day. Revisions of the program and continued participation in the National Junior Ranger Day may be accomplished using current staff. The park would also like to work towards developing a web ranger program for children who visit the park through the website.

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☒ Other Park/ Program performance goal(s)

The park would like to host a regional Revolutionary War Conference: inviting subject matter scholars to give presentations on various aspects of the Revolutionary War in NC and SC. If a NHA (National Heritage Area) is created in NC and SC for the American Revolution in the south, this would be a great opportunity for the partners of this NHA to work together. Also, this event would increase interest in Moores Creek NB and historic preservation of Revolutionary sites in NC and SC.

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Site: MOCR

EDUCATION

☒ Impart to every American a sense of their citizen ownership of their national parks.

☒ Increase visitors' satisfaction, understanding, and appreciation of the parks they visit.

The park needs a new GMP as the current plan dates to 1968. Through the process of creating a new GMP, the park would gain a greater understanding of the community's vision for the park. This new document would also give the park a greater understanding of who the visitor is and what is the best way to help visitors connect to the history of the site. The park would also have a valuable tool with a new GMP to use for future planning and action plans to address park issues. The park will also continue to preserve the historic resources using the latest technology, provide personal and non-personal interpretation based on current primary source research.

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Site: MOCR

PROFESSIONALISM

☒ Be one of the top 10 places to work in America.

☒ Meet 100 percent of diversity recruitment goals by employing people who reflect the face of America.

The park will continue to seek out diverse candidates to reflect the current "face of America."

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☒ Attain the highest employee satisfaction rate of all federal agencies, as measured by Office of Personnel Management surveys.

Increase opportunities for staff to attend training or educational seminars to enhance their skills and knowledge .

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Site: MOCR

PROFESSIONALISM

☒ Promote a safety and health culture for all employees and visitors.

☒ Reduce the number of employee lost-time incidents and serious visitor injuries by 20 percent.

The park will continue to operate using safe practices that follow all OSHA, WASO, SER and park guidelines. Employees will work in an atmosphere where he or she feels they may point out safety issues before work on a project begins without fear of reprisal. Proper training will be offered to learn how to operate new and current equipment in the safest manner.

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Site: MOCR

PROFESSIONALISM

☒ Model what it means to work in partnership.

☒ Other Park/ Program performance goal(s)

The park will encourage all employees to take the Fundamental classes in the next 5 years. Each employee will know and understand what the CORE values are. Each person will work each day using the CORE values of the NPS.

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Site: MOCR

PROFESSIONALISM

☒ Make national parks the first choice in philanthropic giving among those concerned about environmental, cultural, and recreational values.

☒ Improve communications and marketing capacity to increase public understanding of our mission, opportunities, and benefits.

The park will continue to work with both the Moores Creek National Battlefield Association and Eastern National to promote the mission of the NPS and the park within the local communities.

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